UDACITY

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Flying Taxi Business Case- Midterm

REVIEW HISTORY

Meets Specifications

👏👏👏 Congratulations on completing this project successfully.
To say that I enjoyed going through your work would be an understatement.
You were very patient and went through the building blocks for an MVP launch.

Specifically, you **demonstrated high level of data analysis through your data cleaning approach and the use of visualisations in your submission.** This is very impressive and proves a clear understanding of the concepts.

You obviously put a lot of work into this and I am glad that it paid off.
Keep up the good work!✊🏽
Be Udacioused and Keep the it going like this!

Congratulations and wish you all the best with the rest of the nanodegree.

Finally, I'd like to share three important articles:

1. A Roadmap to Build Your "MVP" Data Governance Strategy
2. Minimum Viable Product (MVP) and Design - Balancing Risk to Gain Reward
3. Why and How You Should Build a Minimum Viable Product (MVP)

Don't forget to rate my work as project reviewer! Your detailed feedback is very helpful and appreciated - thank you!

Stay Safe 😄

PM Basics

The project answers the questions on the product and market from a fundamental, atomic, objective standpoint.

The project forms hypotheses that not only address user issues, but market-centric issues, including how a flying taxi service would affect the driver experience & traffic conditions.

Great answers!!
All the required answers are provided.
● What are taxis used for? ✔
● What are the characteristics of the users that leverage them? ✔
● What are existing pain points with taxis? ✔
● What are the existing pain points with digital ride-sharing services? ✔
● What user improvements do you hypothesize a flying taxi service would have over the existing state of taxis today? ✔
● What market improvements do you hypothesize a flying taxi service would have the existing taxi service industry & physical road infrastructure today? ✔

Data Exploration

The project identifies the number of records, what each record represents, the primary key of the dataset, and the temporal & spatial ranges of the dataset.

You are correct! 😄
Great work in the data exploration bit.

- ✔ There are 1,048,468 records in the dataset.
- ✔ Each record represents a taxi ride, This record contains the total distance, pickup and dropoff location, duration and vendor identification.

- ✔ The primary key is the ID of the travel.
- ✔ The range is from 01/01/2016 and 06/30/2016.
- ✔ Finally, the data provided is not only limited to New York and its region. We can see a single travel in the West Coast. This can be an outlier in the dataset, but also can represent an opportunity to expand further business to the West Coast.
  Moreover, we can also see records in Pennsylvania, but most of the records are in New York and New Jersey.

The project identifies the average, median, and 1st/2nd standard deviations of key dimensions within the dataset.

Awesome 😄
Your calculations are correct with an acceptable range of values and show that you understood the dataset.

- ✅ Average of duration
- ✅ Average of distance
- ✅ Average passenger counts
- ✅ Average duration-to-distance ratio
- ✅ Average price
- ✅ Median of duration
- ✅ Median of distance
- ✅ Median passenger counts
- ✅ Median duration-to-distance ratio
- ✅ Median price
- ✅ 1st & 2nd std dev of mean for duration
- ✅ 1st & 2nd std dev of mean for distance
- ✅ 1st & 2nd std dev of mean for passenger counts
- ✅ 1st & 2nd std dev of mean for duration-to-distance ratio

Data Visualization

The project identifies the spatial trends in historical taxi ride dataset to identify viable locations for the flying taxi service pick-up & drop-off nodes, through plotting coordinates on a geospatial map, visualizing density, and overlaying with third-party data sources.

All spatial trends in the historical taxi ride dataset are well identified. Also you have done a good job addressing all questions related to zip codes and neighborhoods.

- ✅ Neighborhoods/zip codes that tend to experience a relatively higher density of pick-ups for its surrounding area.
- ✅ Neighborhoods/zip codes that tend to experience a relatively higher density of pick-ups for its surrounding area.
- ✅ Neighborhoods/zip codes tend to have the highest duration-to-distance ratios for their surrounding area, based on pick-up.
- ✅ Neighborhoods/zip codes tend to have the highest duration-to-distance ratios for its surrounding area, based on drop-off.

Kudo 👏🏽

The project identifies temporal trends in the dataset through time-series visualizations, in order to to understand when the optimal hours and/or days of week to deploy the flying taxi car service.

Awesome work here 😄
Your visualizations are amazing and show specific details about the dataset and that you have clearly understood and explained the possible trends in pick ups and drop offs.

- ✔ More specifically, times throughout the day that experience relatively higher volumes of ride pick-up 5 - 10 pm does show higher volume of ride pick-up.
- ✔ More specifically, days throughout the week that experience relatively higher volumes of ride pick-ups - Friday and Saturday are indeed the correct answer.
- ✔ Seasonality periods throughout the year- March & April are around 6.5% higher than the other months..

EXTRA RESOURCES
Getting into data visualization — where should I start?
Data Visualisation with Tableau

User Research Analysis

The project identifies insights around qualitative responses around the existing use cases for ride-share ground transportation, if people would be willing to use a flying taxi car service, how much they are willing to pay for it, various personas of potential adopters, and general sentiment around the concern/excitement of such a service.

Marvelously done 😄
Your analysis is quite detailed and explicit. You have provided amazing work with visualization along with your deductions. Safety and price concerns are correctly sighted as reasons for not adopting Flyber services.

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